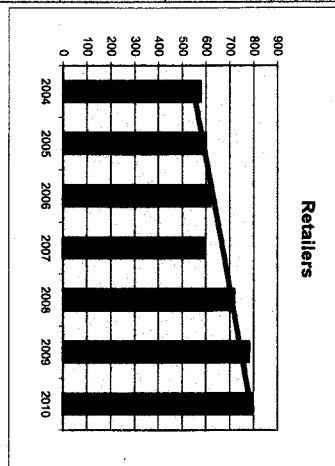
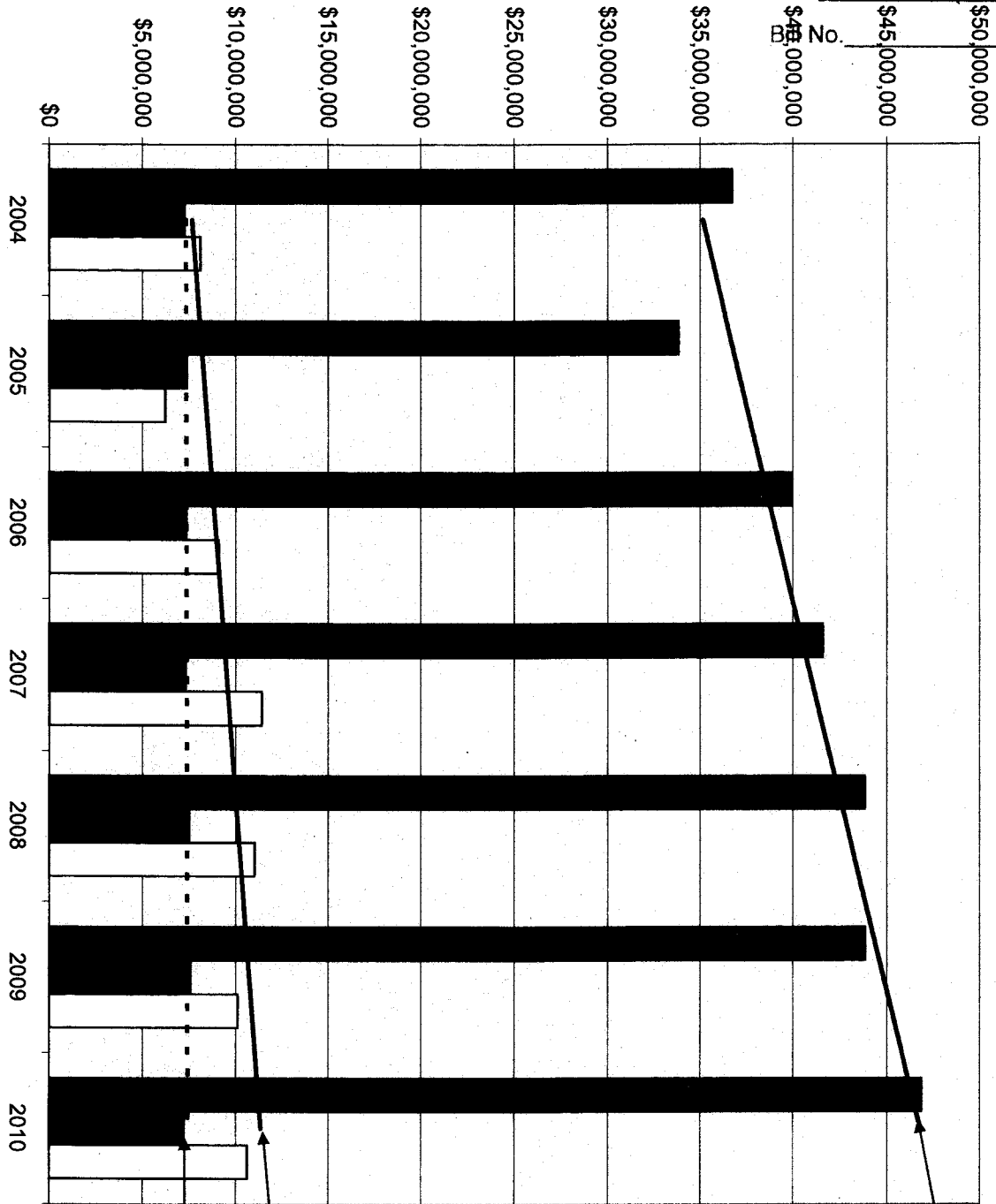


Exhibit No. 1

Date 2-1-11

Bill No. HB 3



■ Total Revenues
 ■ HB 2 Budget Authority
 □ Transfer

Revenue Trendline

Transfer Trendline

Budget Authority Trendline



About Us

The Montana Lottery was created by referendum in 1986. In the past 24 years it has paid out over \$381 million to players in prizes and returned more than \$172.8 million to the State of Montana.

Mission Statement

The mission of the Montana Lottery is to maximize the transfer of its net revenue to the state's General Fund by providing products that meet the expectations of consumers and the State of Montana while adhering to the highest standards of security and integrity, which is critical to maintaining public confidence in the agency and its products.

The Lottery Commission

Robert Crippen, Chairman Butte
Tom Keegan Helena
Beth O'Halloran Missoula
Wilbur Rehmann Helena
Craig Anderson Glendive

Montana Lottery Senior Staff

John Tarr Director of Security
Jeri Duran ... Director of Sales and Marketing
Paul Gilbert Director of IT Services
Armond Sergeant Director of Fin. Services
Laurie Felch Online/Creative Manager
Jay Boughn Instant Product Manager
Marlene Teel Sales Manager
Jo Berg Communications Manager
Terry Street Warehouse Manager
Denise Blankenship Admin. Supervisor

Contact Us



2525 N. Montana Ave.
Helena, MT 59601
(406) 444-5825
montanalottery@mail.com
www.montanalottery.com



Financial History, Mission and Games

Quick Facts

- The Montana Lottery was created by referendum November 4, 1986, becoming the 23rd state lottery.
- All prizes of \$599 or less can be claimed at any Montana Lottery retailer. They can also be claimed at Lottery headquarters in Helena. Prizes of over \$599 must be claimed at Lottery headquarters in Helena or by mailing the signed tickets with a claim form to the Lottery.
- Winners must claim their prize within 6 months of the drawing or within 6 months of the Scratch game's end date, after which the winnings are transferred to the General Fund, which provides money to programs for the general operation of state government.
- In the case of a winner's death, the Montana Lottery will continue to pay the annual payments, as scheduled, to the winner's estate, trust, or persons named in his or her will. Neither the Lottery nor the state keep the money.
- Montana's biggest winners were Kim Claassen and Joseph Lamport, Jr. of Helena. On June 23, 2010, they won the Powerball jackpot of \$48.5 million.
- New Scratch games are introduced every month.
- Quarter Million Cash is the first Scratch ticket to sell for \$20 and to offer a top prize of \$250,000.
- The Montana Lottery's first twice daily game, 10 Spot, launched Feb. 1, 2010. The game draws at 12:30 PM and 7:30 PM every day for a fixed top prize of \$25,000.
- Montana joined the big jackpot game Mega Millions March 1, 2010, following action by the Multi-State Lottery Association allowing for the cross-selling of Powerball and Mega Millions.

Alternative accessible formats of this document will be provided upon request.

1,000 copies of this document were published at an estimated cost of \$0.44 per copy for a total of \$442.

By the Numbers

- 4** Powerball jackpot winners were from Montana. The last was June 23, 2010.
- 6** Montana Cash jackpot tickets sold at Bob's Supermarket of Townsend.
- 14** Players have claimed \$1 million or more from a single prize since the Montana Lottery started.
- 48** Number of new Scratch games started during 2010, with prizes ranging from \$1 to \$250,000.
- 793** Retailers sell Montana Lottery products throughout the state.
- 5,548** Fans following the Montana Lottery's Facebook page (December 2010).
- 14,000** Approximate members of the Player's Club.

Montana Sports Action

Montana Sports

Action is a fantasy sports wagering game facilitated by the Montana Lottery on behalf of the Montana Board of Horse

Racing. Montana Sports Action comprises Fantasy Football and Fantasy Racing.

Both games are played by creating a fantasy team from a list of eligible players (or drivers) and wagering \$5, \$10, \$20, \$50, or \$100. Members of the Fantasy Football team or cars associated with the drivers selected for the Fantasy Racing team receive points according to their performance at the game or race for which the wager was placed. Prizes are calculated according to the number of points received and the amount of the wager, which determines the number of shares for which a winning ticket is eligible to receive.

For more information about Montana Sports Action, visit www.montanaspportsaction.com.

The logo for Montana Sports Action is a black parallelogram tilted to the right. Inside, the words "MONTANA SPORTS ACTION" are written in white, bold, sans-serif capital letters, stacked vertically.

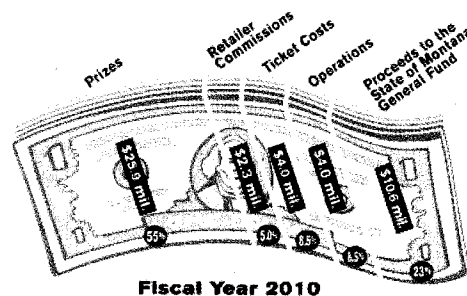
Where the Money Goes

Since the Montana Lottery sold its first ticket in 1987, it has transferred more than \$173 million to the State of Montana.

Since 1995, following legislative action, Lottery proceeds have gone to the state's General Fund. The General Fund provides money for state programs which do not have dedicated revenue sources, such as education, health, and public safety, to name a few. Where Lottery proceeds go is a function of the Legislature, not the Montana Lottery.

For fiscal year (FY) 2010, which ended on 6/30/10, the Montana Lottery's transfer to the General Fund was \$10.6 million.

Here's an illustration of fiscal year 2010's performance, based on total revenue of \$46.8 million:



Prizes: By law a minimum of 45% of all sales must be paid in prizes. Since 1987 through FY 2009, the Lottery has paid over \$381 million in prizes.

Retailer Commissions: Retailers earn 5% on all ticket sales and have the opportunity, through their Scratch ticket sales, to earn up to an additional 5%. To date, retailer commissions total more than \$42.8 million.

Ticket Costs: They include the costs for printing Scratch tickets and the fee-for-ticket (Lotto and Scratch) paid to our Lottery operating system vendor.

Operations: The Montana Lottery is responsible for the marketing and sales of all Lottery products; for public and media relations; for the security of all aspects of the Lottery; for warehousing and inventory control; and for Lottery operations, which include accounting, fiscal management, and information technology.

Proceeds to the state's General Fund: Beginning July 1, 1995, Lottery net revenue has been transferred on a quarterly basis to the state's General Fund. In fiscal year 2010, the Lottery provided the General Fund approximately \$10.6 million. Through FY 2010, the Lottery has transferred over \$120 million to the General Fund.

Enterprise Fund

The Montana Lottery's operations are financed and operated similarly to private enterprise, where the intent is to provide goods and services to the general public.

The Lottery receives no funding from the State of Montana. The Lottery's net revenue—its "profit"—is the excess of revenues over expenses. That "profit" is transferred to the state General Fund.

10-Year Financial History

10	Total Sales	\$46,873,459
	Expenses	\$3,889,920
	Transfer	\$10,631,304
09	Total Sales	\$43,852,041
	Expenses	\$4,182,511
	Transfer	\$10,126,308
08	Total Sales	\$43,827,111
	Expenses	\$3,545,581
	Transfer	\$11,028,563
07	Total Sales	\$41,568,729
	Expenses	\$3,135,349
	Transfer	\$11,420,242
06	Total Sales	\$39,928,912
	Expenses	\$4,009,362
	Transfer	\$9,110,455
05	Total Sales	\$33,841,268
	Expenses	\$4,321,626
	Transfer	\$6,222,555
04	Total Sales	\$36,740,200
	Expenses	\$4,121,454
	Transfer	\$8,115,602
03	Total Sales	\$34,696,380
	Expenses	\$4,062,406
	Transfer	\$7,453,281
02	Total Sales	\$33,670,324
	Expenses	\$4,024,396
	Transfer	\$7,467,030
01	Total Sales	\$30,423,126
	Expenses	\$3,912,721
	Transfer	\$6,144,676

Total Sales FY 2001-10 \$385,421,550
Total Transfer FY 2001-10 \$87,720,016

Products

Montana Cash is Montana's original lotto game. Sales started May 6, 1991. Tickets cost \$1 per play, and jackpots start at \$20,000. The Montana Lottery performs the bi-weekly draws at the Montana Lottery headquarters.



Powerball is a multi-state game offered by 44 lotteries. Montana Powerball sales began April 19, 1992. Tickets cost \$1 per play. Players may add Power Play for \$1 to multiply non-jackpot prizes. Jackpots start at \$20 million.



Mega Millions is a multi-state game offered by 42 lotteries. Montana Mega Millions sales began March 1, 2010. Tickets cost \$1 per play. Players may add Megaplier for \$1 to multiply non-jackpot prizes. Jackpots start at \$12 million.



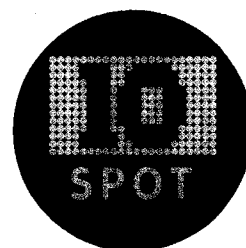
Hot Lotto is a multi-state game offered by 15 lotteries. Montana sales started April 7, 2002. Tickets cost \$1 per play. Players may add Sizzler for \$1 to multiply non-jackpot prizes. Jackpots start at \$1 million.



Wild Card is a multi-state game offered by four lotteries. Montana sales began February 1, 1998. Tickets cost \$1 for two plays. Jackpots start at \$100,000.



10 Spot is a Montana-only twice-daily game. Sales began February 1, 2010. Tickets cost \$1 per play, and the top prize is \$25,000. Drawings occur at the Montana Lottery headquarters at 12:30 PM and 7:30 PM.



Montana Scratch game prices range from \$1 to \$20, and prizes range from \$1 to \$250,000. The Montana Lottery launches about 40 new Scratch games every year.



Montana Millionaire is a Montana-only limited ticket game, making it the best odds of winning \$1 million. Tickets are sold through December 31 with the drawing at Montana Lottery headquarters January 1.



10-Year Financial History, continued

■ Total Sales ■ Operating Expenses □ Transfer

